# LESSON PLAN

## *Business & Enterprise Competition*

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| Title | IMI & Sytner – Business & Enterprise Competition  |
| Aims | * Learners to understand the Retail Automotive Industry from a business perspective
* Learners to research, design, brand and launch a new vehicle to a specific target audience
* Learners to collaborate with each other to work as a team
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| Outcome | Learners will demonstrate their creativity and submit their ‘pitch’ for the IMI & Sytner Business & Enterprise Competition  |
| Resources | * Access to the internet
* Computers
* PowerPoint
* Paper
* Camera or smartphone to film the pitch (optional)
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| Time required | 60 - 120 minutes  |

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| Introduction | 5 minutes | Introduce the Retail Automotive Industry and explain the competition (PowerPoint) Learners to be put into teams of 4 - 6. |
| Task 1 | 10 - 15 minutes | ***Planning & Research***  |
|  | * Choose a target market from the options given
* Discuss what your target audience already has in existing vehicles
* Explore what they would want from a new vehicle
* Agree on a name for the new vehicle
* Explain why you chose this name and what it means to your brand
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| Task 2 | 15 - 30 minutes | ***Design*** |
|  | * Create a logo
* Highlight key features of the vehicle
* Explain the vehicle’s unique selling point (USP)
* Create an image of the new vehicle
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| Task 3  | 15 - 30 minutes  | ***Brand & Launch*** |
|  | * Decide on a marketing strapline for your vehicle
* Create an advertising poster
* Put together a media campaign to launch the new vehicle onto the market
* Plan a launch event
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| Task 4 | 10 - 35 minutes | ***The Big Pitch*** |
|  | * Prepare your ‘elevator pitch’ or presentation
* Present all of your ideas to showcase your product
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| Conclusion  | 5 minutes | Group discussion on what the learners have discovered about the Retail Automotive IndustryEnsure competition entries have a team name, the school name and contact details attached before submitting to careers@theimi.org.uk  |